WORLD INTELLECTUAL PROPERTY ORGANIZATION International Bureau



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INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

		T	(101)
(51) International Patent Classification 5:		(11) International Publication Number:	WO 94/19906
H04N 7/10, 7/00	A1	() and the second seco	110 34/13900
		(43) International Publication Date:	1 September 1994 (01.09.94)

(21) International Application Number:

PCT/US94/01535

(22) International Filing Date:

14 February 1994 (14.02.94)

(30) Priority Data:

08/025,397

25 February 1993 (25.02.93)

US

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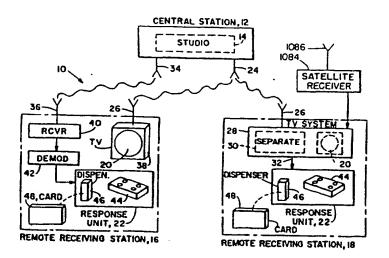
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Published

With international search report.

Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.

(54) Title: GENERATION OF ENLARGED PARTICIPATORY BROADCAST AUDIENCE



(57) Abstract

A system and method for wagering and for evaluating responses to broadcast programs, such as television programs, includes an instructional signal modulated onto a signal transmitted concurrently with the television program, or time-multiplexed with a television. At each of a plurality of remote receiving stations (16, 18); one or more members of a remote audience (94) has the opportunity to respond to a situation presented in the television program by entering a response on a keyboard (44). The system includes, at each remote receiving station, a response unit (22) having a memory (106) responsive to the instructional signal for storing acceptable responses, a comparison circuit (116) for comparing responses entered at the keyboard with those stored in the memory, circuitry (104) for scoring responses in accordance with commands from the instructional signal, and a recording device (46) for providing a permanent record of the audience score at the remote station. For conducting a sweepstakes, numbers or other responses are entered at the remote stations and are stored at a central facility for verification. The program may be presented live conducted by a host at a central station (12), or by a prerecorded message accessible by telephone from a remote station with regulation from a central station, and may be transmitted via satellite simultaneously to numerous central stations for rebroadcast to an enlarged participatory audience.

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